



11-26-2002

U.S. Patent & TMO/TM Mail Rcpt Dt. #78

ORIGINAL

Express Mail Manifest Label No. **EL939778881US**. Date of Deposit: **November 26, 2002**. I hereby certify that this paper or fee is being deposited with the United States Postal Service Express Mail Post Office to Addressee service under 37 C.F.R. 1.10 on the date indicated above and is addressed to Box TTAB NO FEE, The Assistant Commissioner for Trademarks, 2900 Crystal Drive, Arlington, VA 22202-3513.

Vasuki Selvan
Vasuki Selvan

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the Matter of Trademark Application
for "101% REAL"

TTAB NO FEE

Applicant: Itoro Ephraim Akpaffiong
d/b/a 101 PercentReal.com

Serial No.: 76/039,911

Filed: May 3, 2000

International
Class No.: 25

Published in the Official Gazette:
October 29, 2002
Page TM 61

FIRST REQUEST FOR EXTENSION OF TIME
TO FILE NOTICE OF OPPOSITION

Levi Strauss & Co., headquartered at 1155 Battery Street, San Francisco, California 94111, by its attorneys and under the provisions of Rule 2.102(c) of the Trademark Rules and practice, hereby moves the Honorable Trademark Trial and Appeal Board for its Order granting potential Opposer 30 days, to and including December 28, 2002, during which it may file a Notice of Opposition against Application Serial No. 76/039,911 of Itoro Ephraim Akpaffiong d/b/a 101 PercentReal.com, seeking registration of "101% REAL" for the goods identified in said application.

First Request for Extension
Serial No. 76/039,911

Applicant's mark was published for Opposition at Page TM 61 of the Official Gazette of October 29, 2002.

No prior extensions of time have been requested.

SHOWING OF GOOD CAUSE

The requested extension of time for filing a Notice of Opposition is not requested for purposes of delay. Good cause for such extension is shown in that the potential Opposer needs extended time within which to investigate the above application and discuss the matter of protecting potential Opposer's rights in its marks and the propriety of filing a Notice of Opposition.

Potential Opposer submits the requisite showing of good cause contemplated by Rule 2.102(c) has been satisfied by the statements set forth above.

DATED: November 26, 2002

Respectfully submitted,

By:


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Attorneys for Potential Opposer
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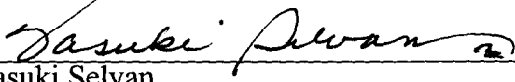
CERTIFICATE OF SERVICE

I hereby certify that a copy of the foregoing:

FIRST REQUEST FOR EXTENSION OF TIME TO FILE NOTICE OF OPPOSITION
was served by first class mail on:

Dwayne L. Mason
AKIN, GUMP, STRAUSS, HAUER & FELD, LLP
711 Louisiana, Suite 1900
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Attorneys for Applicant,
this 26 day of November, 2002.



Vasuki Selvan



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November 26, 2002

VIA EXPRESS MAIL

Box TTAB NO FEE
The Assistant Commissioner for Trademarks
Trademark Trial and Appeal Board
2900 Crystal Drive
Arlington, Virginia 22202-3513

Re: Application Serial No. 76/039,911
Applicant: Itoro Ephraim Akpaffiong
d/b/a 101 PercentReal.com
Mark: 101% REAL
Opposer: Levi Strauss & Co.
First Request for Extension of Time to File Notice of Opposition


Dear Sir or Madam:

Enclosed please find an original and two copies of the First Request for Extension of Time to File Notice of Opposition in the above-referenced matter.

Please stamp the enclosed acknowledgment postcard "received" and return same to me.

Thank you for your assistance in this matter. If you should have any questions, please do not hesitate to contact me.

Very truly yours,


Vasuki Selvan
Trademark Specialist



11-26-2002

U.S. Patent & TMO/c/TM Mail Rcpt Dt. #76

Enclosures